



Eureka Forbes Limited

Manufacturing and marketing of domestic Water Purifiers to reduce the carbon emissions in the environment

CASE STUDY

Summary

Eureka Forbes Ltd. (EFL) pioneered the concept of domestic water purifiers (an eco-friendly way of purifying water) in India in 1982. It was when the corporate world was not even familiar with the term “environment friendly”. Those days, boiling was the only method known for purifying water. This was a major step which started resulting in huge savings of CO₂ emissions. Till date EFL has saved more than 0.8 million tons of CO₂ emissions. EFL continues to be committed in improving the efficiency of energy use.

Objective of Intervention

The objective of the case study was to do the high level analysis of liters of water treated by Eureka Forbes Ltd. (EFL) and find out the savings in CO₂ emissions through the production of water purifiers vis-à-vis boiling, the traditional purification method followed popularly. The study was important to realize the enormous value that EFL has created over the last 30yrs.

Description of Intervention

In 2007, Aquamall Water Solutions, the manufacturing facility of Eureka Forbes was created in Dehradun. The investments were to the tune of approx. ` 18 Crore. The plant is first Indian Green Building Council (IGBC), Gold-rated green building in Uttarakhand. It was selected for the top 51 best practices on water management in India by CII. The building is fitted with water efficient gadgets that can save usage upto 70%.

Apart from that there have been substantial investments in product development, manufacturing and marketing of different Water Purifiers that EFL has done over these years. All this, contribute to the larger theme of using the energy efficiently.



Intangible or Tangible Benefit

Aquaguard WP has not only safeguarded the consumers' health from any possibility of infections through bacteria, viruses, and others, but also given environment a real boon. Some of the environmental benefits can be deducted are as follows:

1 Aquaguard produced = 9 Trees saved (based on CO2 offset* Comparison/Year)

1 Aquaguard saves ≈ 0.195 tons of CO2/yr

1 Tree Saves ≈ 22 Kgs of CO2/yr

Live Portal Link for the above savings: <http://www.eurekaforbes.com/Green-Scorecard>

About Eureka Forbes

Eureka Forbes (<http://www.eurekaforbes.com/>), a consumer durable company started in 1982. Today, it is a part of 150yrs old India based Shapoorji Pallonji Group. Eureka Forbes is the market leaders in pure water and cleaning industry. It is one of the Asia's largest Direct Sales consumer products company.